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FOREIGN NEWS ON CITRUS FRUIT

THIRD DIRECT SHIPMENT OF FLORIDA CITRUS FRUIT ARRIVES IN LIVERPOOL

The third direct shipment of citrus fruit from Florida to the British market arrived in Liverpool March 18, 1928, according to a report just received by the Foreign Service of the Bureau of Agricultural Economics from Mr. Edwin Smith, the Department's Fruit Specialist in Europe. The fruit was carried by the steamship "Daytonian", which sailed from Jacksonville, Florida, on February 20 and from Savannah on March 2. The cargo consisted of 5,559 boxes, of which nearly 1,000 were of oranges. Mr. Smith's comments on this shipment are as follows:

The general condition of the cargo was better than that in the last ship, the steamship "Darian", which arrived in Liverpool toward the end of February, though not quite up to the first trip of the "Daytonian", which arrived in Liverpool on January 15. The selection of sizes was very well made, but too much low-grade fruit was included. Some brands carried No. 2 Russets which were extremely rough and certainly would not assist the trade in popularizing russet fruit with the consuming public. Other packs carried too many pear-shaped, thick-skinned fruits, indicating late-bloom fruit. These fruits were very full of seeds and had a very sour, bitter taste.

Owing to the strength of the market at that time, however, the inferior fruit returned satisfactory prices to Florida shippers and made it seem that the shipment of that class of fruit was a profitable procedure. It must be pointed out, however, that, though it may have been profitable to the individual disposing of the fruit, it was very unprofitable to the state as a whole. The United Kingdom imports grapefruit from several sources of supply. At the present time, Florida grapefruit received but small distinction over grapefruit from any other district. The discrimination of the European consumer will be slow in developing should he encounter many lots of Florida grapefruit having these undesirable characteristics.

Though I am emphasizing the lack of wisdom in including inferior fruit in the last shipment of the "Daytonian", I do not mean to give the impression that the whole cargo consisted of this class of fruit. The bulk of the cargo embodied grapefruit of which Florida could justly be proud, and which sold for prices ranging from 28s to 33s (\$6.81 to \$8.03) per case.

